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On July 1, 1968, Ithaca College launched an experimental undergraduate program aimed at alleviating the chronic shortage of well trained administrators at the middle management level in hospitals, nursing homes and other public and private patient care health facilities. A brief description is provided in this announcement of the program's staffing, curriculum, and philosophy. This program represents an extension of Ithaca College's commitment to training professionals at the undergraduate level. (JS)

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ITHACA COLLEGE

The Undergraduate Program in The Administration of Health Services

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Ithaca College has launched as of July 1, 1968, an experimental program in undergraduate education which is an attempt to alleviate the chronic shortage of well-trained administrators at the middle management level in hospitals, nursing homes, and in other public and private patient care health facilities.

The program is being supported in part by a $260,000 grant from the National Institutes of Health. The College is matching the NIH Grant and scholarship support is available from foundations and corporations. A freshman class of about fifty students will be enrolled in September, 1969, and the College expects to award Bachelor of Science degrees in the Administration of Health Services to twenty-five or thirty graduating seniors in 1972. Graduation in 1972 is made possible by the anticipated enrollment in 1970 of twenty-five transfer students from two-year colleges. Ithaca College students with advanced standing will also be enrolled in the program as juniors in 1970.

Advisory Council

During the first five developmental years, 1968-1973, a formal Advisory Council will closely collaborate with the director of the program on curriculum development, externship affiliations, staffing procedures, student recruitment, accreditation, evaluation, and student placement.

Staffing

Focus during the freshman and sophomore years of the program will be on the arts and sciences, areas in which Ithaca College has a long, successful history of supporting professional training programs at the undergraduate level.

The program in the Administration of Health Services will make use of existing faculty expertise in Chemistry, Biology, the Humanities, Mathematics, and Business Administration, which means a supporting faculty of twenty-five to thirty-five members in addition to those assigned to the program.

U.S. DEPARTMENT OF HEALTH, EDUCATION & WELFARE
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HE 000 816

When classes begin in the fall, the program will have two staff members, including the director. An additional staff member will be added in 1970-71. Student enrollment in 1970-71 is expected to be about 120, fifty freshmen, forty sophomores, and the thirty juniors who will enter the College as transfer students. The student enrollment estimate assumes the normal rate of attrition.

By 1971-72 a fourth and final staff member will be added to the division. Adjunct faculty will be added as needed and student population is expected to reach 145.

The Program

Recommended Curriculum
Bachelor of Science Degree -- 125 Credits

Fall Semesters		Spring Semesters	
Freshman	**Credits**		**Credits**
English 111	2	English 112	2
History 101	3	History 102	3
Biology 101	4	Biology 102	4
Sociology	3	Math 221, 222, or 201	4
Personal Health	2	Elective	2-3
Physical Education	1	Physical Education	1
Sophomore			
English 203	3	English 204	3
Economics 201	3	Economics 202	3
Accounting 105	3	Accounting 106	3
Chemistry 111 (121)	4	Chemistry 114 (122)	4
Physical Education	1	Physical Education	1
Externship Elective	2-3	Externship Elective	2-3
		Professional Externship -- 8 weeks*	
Junior			
Accounting 325	3	Principles of Management 308	3
Health Problems of Adult Living and Aging	3	Biomedical Statistics	3
Business Law	3	Mental Health	3
Externship Elective	3	Externship Elective	3
Elective	3	Behavioral Science & Organizational Theory	3
		Professional Internship -- 8 weeks minimum*	

Fall Semesters		Spring Semesters	
Senior	Credits		Credits
Business Finance 322	3	Health Aspects of Human Ecology	3
Public Health and Epidemiology I	4	Computer Applications in Business and Administration	3
Administration of Health Organization & Agencies	3	Elective	3
Elective	3	Public Health and Epidemiology II	4
Elective	3	Externship Seminar	3

The Externship

In the junior and senior years students will be provided an opportunity to participate for eight weeks as administrative interns in hospitals or nursing homes, or in other public or private patient care facilities. The academic thrust in the final two years will be in the direction of health problems, and in the administration of health organizations and agencies.

Students, with the consent of their major advisor, will select specific externships in one of the following areas: hospital administration, nursing home administration, voluntary health agency administration, health research project administration, and mental hospital administration.

Students must take a minimum of 12 credits of elective studies in the junior and senior years to prepare for the externship, and it is important to note, externships will be under direct supervision of a full-time staff member of the College in cooperation with the preceptor institution. The externship is a laboratory course in which basic principles are applied and not an experience in which basic principles of management are learned. Basic principles will be taught in the classroom, then applied in the laboratory (externship).

The faculty member responsible for externs will work with preceptors on an ongoing, year-round basis. The College will detail half of a student's time at an institution, and the preceptor, with faculty approval, will program the other half. Externs will receive at least one visit a week from a faculty member or a minimum of eight visits in each eight-week externship.

The Graduate

As envisioned, a student earning a degree as an Administrator of Health Services would first serve as an assistant administrator. Before he qualified as an executive administrator, the graduate would have to pursue further education, or spend several years in a professional apprenticeship.

The curriculum at Ithaca College will be strong enough to qualify a student for graduate study. A present, there are few undergraduate programs in the Administration of Health Services which permit students to pursue higher education within the field without undue difficulty. The few existing undergraduate programs are specialized within other curricula. For example, a business administration major specializing in health care. Ithaca's program is a separate entity with its own faculty, philosophy and major.

Philosophy and Ability of Institution

The program in the Administration of Health Services, basically, is an extension of the institutional commitment at Ithaca College to train professionals at the undergraduate level. It is also in concert with the traditional association Ithaca College has maintained for forty years as a school dedicated to servicing the personnel needs of the allied health professions. Ithaca College offers a fully accredited four-year program leading to a Bachelor of Science degree in Physical Therapy. Established in 1944, the Division, with 300 students, is the largest undergraduate program in Physical Therapy in the nation.

Another area in which Ithaca College has had a long association with the health care profession is in Speech Pathology and Audiology. Offering professional training to undergraduate and graduate students, the department was founded in 1921 and has grown steadily in stature since then.

Between them both - Physical Therapy and Speech Pathology and Audiology - the College maintained formal affiliations with more than thirty different patient care units, including hospitals, rehabilitation centers, and public health departments. The point to be made here is that Ithaca College, in embarking upon a four-year undergraduate program in the Administration of Health Services, can draw upon its wealth of experience in coordinating clinical work and professional externships with traditional classroom offerings.

Levels of professionalism exist. Ithaca College is an institution of undergraduate and graduate study which recognizes that higher levels of professionalism are obtained by advanced study and experience. Undergraduate training prepares the professional health administrator to begin work at the mid-management level. That a need exists for capable administrators of health services at mid-management levels is a fact that needs no belaboring. A conservative estimate of needs in the five states from which ninety percent of the undergraduate student body at Ithaca College is drawn indicates that 1,225 administrators are needed by health agencies at various levels each year, and this need is expected to increase from 1,225 to 1,800 or 2,000 administrators per year by 1972.

This need may be stated in another way. Because of the administrative shortage, physicians, nurses and other highly trained technologists are often forced to take on administrative chores. If this administrative pressure could be relieved, then many competent specialists would be free to assume full-time leadership positions in professional areas where they are so badly needed.

The only hospital and public health administration programs being offered today are in the graduate schools. They produce a relatively small number of individuals each year who are ready to assume executive rather than middle management posts in larger health care facilities. To us, at least, a gap seems to exist to the educational sequence for administrators of health services. The Ithaca College Program is an attempt to meet a need and narrow an educational gap.